Norma Shearer in "Riptide" Held Over, Loew's, Toronto, for Second Week

CANADIAN MOVING PICTURE DIGEST

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Book "Riptide." Give it the biggest promotion you ever gave a picture. Then DOUBLE YOUR NORMAL PLAYING TIME!!

FOR EXAMPLE:

6 DAYS INSTEAD OF 3, Lewiston, Me.
5 DAYS INSTEAD OF 3, Marlboro, Mass.
7 DAYS INSTEAD OF 3, Pittsfield, Mass.
7 DAYS INSTEAD OF 4, Brockton, Mass.
6 DAYS INSTEAD OF 3, Bangor, Me.
4 DAYS INSTEAD OF 2, Montgomery, Ala.

"INSTEAD OF 3 days, I played it a week!"

HELD OVER 3rd WEEK, NEW YORK
HELD OVER 2nd WEEK, LOS ANGELES
(*possibility of a 3rd week*)
HELD OVER 2nd WEEK, Portland, Ore.
6 DAYS INSTEAD OF 3, Ft. Worth, Tex.
7 DAYS INSTEAD 3, Wichita Falls
4 DAYS INSTEAD OF 2, Ft. Smith, Ark.
7 DAYS INSTEAD OF 4, Akron, Ohio
7 DAYS INSTEAD OF 4, Canton, Ohio
HELD OVER 2nd WEEK, St. Louis, Mo.
HELD OVER 2nd WEEK, Toledo, Ohio
HELD OVER 2nd WEEK, Detroit, Mich.
2 EXTRA DAYS, Findley, Ohio
HELD OVER 2nd WEEK, Seattle, Wash.
HELD OVER 2nd WEEK, Atlantic City
HELD OVER 2nd WEEK, Philadelphia
7 DAYS INSTEAD OF 4, Sioux City, Iowa
7 DAYS INSTEAD OF 4, Waterloo, Iowa
7 DAYS INSTEAD OF 4, Spokane, Wash.
7 DAYS INSTEAD OF 4, Cedar Rapids
7 DAYS INSTEAD OF 4, Pueblo, Colo.

3 DAYS INSTEAD OF 2, Brunswick, Ga.
4 DAYS INSTEAD OF 3, Macon, Ga.
3 DAYS INSTEAD OF 1, Del Rio, Tex.
3 DAYS INSTEAD OF 2, Barre, Vt.
4 DAYS INSTEAD OF 3, Keene, N. H.
3 DAYS INSTEAD OF 2, Southbridge, Mass.
4 DAYS INSTEAD OF 3, Maynard, Mass.
3 DAYS INSTEAD OF 2, Burlington, Vt.
2 DAYS INSTEAD OF 1, Harwichport, Miss.
5 DAYS INSTEAD OF 4, Taunton, Mass.
3 DAYS INSTEAD OF 2, Ipswich, Mass.
4 DAYS INSTEAD OF 3, Northamptom, Mass.
4 DAYS INSTEAD OF 3, North Adams, Mass.
3 DAYS INSTEAD OF 2, Milford, Mass.
3 DAYS INSTEAD OF 2, Mt. Pleasant, R. I.
3 DAYS INSTEAD OF 2, Centredale, R. I.
4 DAYS INSTEAD OF 3, Rutland, Vt.
3 DAYS INSTEAD OF 2, Rochester, N. H.
3 DAYS INSTEAD OF 2, Great Barrington, Mass.
3 DAYS INSTEAD OF 2, Augusta, Me.
4 DAYS INSTEAD OF 3, Pittsburg, Ks.
5 DAYS INSTEAD OF 4, Joplin, Mo.

"INSTEAD OF"
3 CHEERS MAKE IT
300 FOR M-G-M's

RIPTIDE

NORMA SHEARER, ROBERT MONTGOMERY in "RIPTIDE" *with* Herbert Marshall, Mrs. Patrick Campbell. *Written and Directed by* EDMUND GOULDING. *Presented by* IRVING G. THALBERG.

Show Business

New Long-Term M-G-M Contract for Leo Carillo

Leo Carrillo, following his characterizations in "Viva Villa!" and in Clark Gable's new film, "Manhattan Melodrama", has been signed to a long-term contract by Metro-Goldwyn-Mayer.

Carrillo's best-know stage plays were "Mr. Antonio" and "Lombardi Ltd."

His pictures include "Broken Wing", "Racetrack" and "Before Morning"

"Love of a Sailor" for Universal

Frank Craven, veteran Broadway actor, and Russ Brown, Carl Laemmle's latest discovery, have been added to the cast of "Loves of a Sailor", soon to enter production at Universal City. Chester Morris will be starred, and a supporting role will be played by Andy Devine, the "gravel-throated" comedian. Kurt Neumann will direct "Loves of a Sailor", which is based on a story by Dore Scharey and Lewis Foster.

The announcement of the production by Gaumont-British of "Mr. Pickwick", based on the immortal "Pickwick Papers", has caused great interest throughout the English-speaking world. Letters are already pouring in from Dickens enthusiasts, containing expressions of pleasure at the project, and offers of advice and assistance.

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Everything for the Theatre from Sheet to Street.

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Warren William to Play Philo Vance Role

Warren William has been definitely selected to play Philo Vance, detective extraordinary, in the latest S. S. Van Dine thriller, "The Dragon Murder Case", which Warner Bros. will put into production within the next two weeks. This will be the first time any actor other than William Powell has played Vance on the screen. It is hoped that Margaret Lindsay will appear in the leading feminine role; this will depend, however, on whether Miss Lindsay has recovered sufficiently from a recent appendicitis operation to resume her work at the studio. "The Dragon Murder Case" will be directed by H. Bruce ("Lucky") Humberstone, who recently directed "Merry Wives of Reno" for Warner Bros.

Otto Kruger Signs Contract with M-G-M

Signing of an extended-term contract with Otto Kruger was announced by Metro-Goldwyn-Mayer last week.

Kruger's professional appearance has won him many doctor roles on stage and screen, but he is to portray an eighteenth century physician for the first time in "Treasure Island", famous Robert Louis Stevenson story of pirate adventure, now being filmed by the Metro-Goldwyn-Mayer Studios.

Louise Fazenda, outstanding comedienne of the screen, is the newest celebrity on the Metro-Goldwyn-Mayer roster. She has signed a new long-term contract, under terms of which she is slated for a number of important character comedy roles in forthcoming attractions.

United Artists Produce "Our Daily Bread"

King Vidor, busy at work on "Our Daily Bread" for United Artists release, has ordered forty varieties of seeds and plants, and early this week will start the largest summer garden in the West to be used in his picture.

"Our Daily Bread" deals with agricultural problems, among other important present day factors, and in addition to the large truck garden, many acres of corn will be planted at the farm location where most of the exteriors are to be shot.

Of the less common vegetables to be planted immediately are brussel sprouts, celeriac, chervil, chives, collards, rutabaga and broccoli.

Universal Producing Vicki Baum Story

Eric Linden and John Farrow have been added to the cast of "I Give My Love", Vicki Baum's story which enters production this week at Universal City. Paul Lukas and Wynne Gibson have the featured roles, while an important part will be played by Louise Lorimer, formerly Louise Latimer, young Broadway star. Last week Salvatore Scarpitta, famous sculptor, was engaged by producer B. F. Zeidman to design a statue of Ambition, which figures importantly in the story of "I Give My Love".

James Cruze has been signed to direct Hollywood's most famous laugh provoking team, Zasu Pitts and Slim Summerville, in RKO Radio's filmization of "Afterwards", according to an announcement made by Pandro S. Berman, Executive Producer.

Toronto Theatres

LOEW'S—Manager Jules Bernstein — Norma Shearer in "Riptide", a Metro-Goldwyn-Mayer picture.

IMPERIAL — Manager Jack Arthur — The RKO Radio picture, "Lost Patrol", with Victor McLaglen and Boris Karloff.

TIVOLI—Manager Alfred Sedgwick — Charles Bickford in "The Red Wagon", and the Universal picture, "Countess of Monte Cristo".

SHEA'S—Manager Jerry Shea — Constance Bennett in "After Tonight", an RKO production.

UPTOWN—Manager Tom Daley — George Raft in the Paramount picture, "The Trumpet Blows".

Imperial, Toronto, Plays RKO's "Lost Patrol" to Packed Houses

ANOTHER HIT FROM "THE ROYAL GROUP" OF MONEY-GETTING FEATURES

LAUGHS FOR SALE!

JACK HULBERT

in the funniest picture of all

"JACK AHOY!"

AHOY, FOLKS! — MAKE WAY FOR A SAILOR!

England's Invincible Comedian

JACK HULBERT IN "JACK AHOY!"

Jack's in the Navy Now—Singing and dancing his way through life and into the heart of the Admiral's daughter

Exhibitors now look forward to the release of a Jack Hulbert picture as a big event. Hulbert has become as popular in Canada as he is in England and is a sure-fire box-office money-getter. "Jack Ahoy" is the best picture he has ever made---and he has made some mighty good ones.

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You'll be singing the praises of—

JACK HULBERT IN "JACK AHOY!"